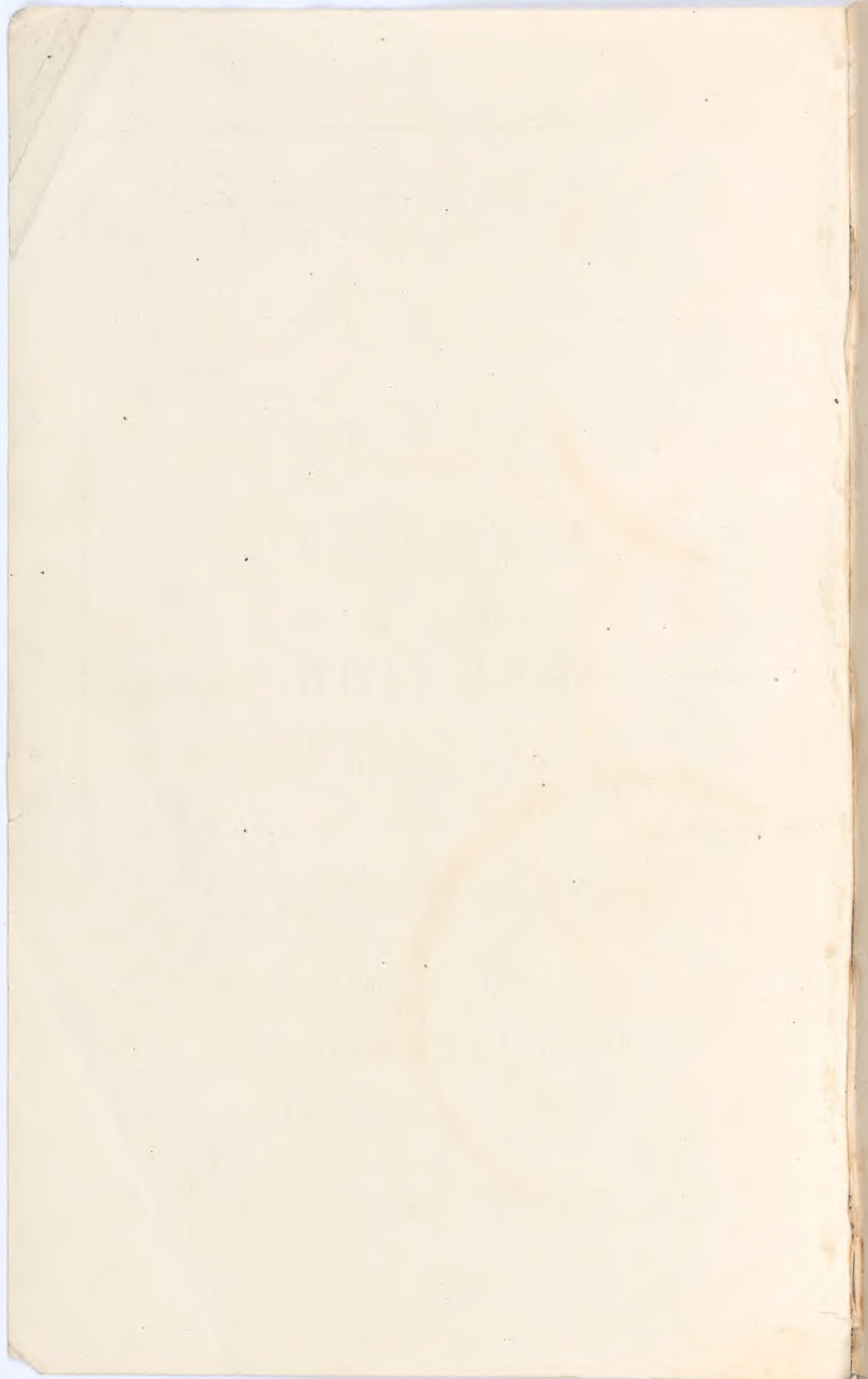


JAY'S
MANUAL
OF
FASHION
ILLUSTRATED.

THE LONDON GENERAL
MOURNING WAREHOUSE,
247, 249 & 251, REGENT ST.



THE LONDON GENERAL MOURNING WAREHOUSES,
247, 249, 251, *Regent Street*.

MADAM,

At the return of the present period, we submit to the public a series of ENGRAVINGS, embodying the Fashions of the Season. It will be observed, that although there is considerable variety of form in the MANTLES here illustrated, they nevertheless preserve that *unity* for which Parisian invention is remarkable; and it is also well worthy of remark, that in Paris, at the present time, Black and White enjoy a decided favouritism.

In agreement with the requisitions of our Patrons, we have affixed *Prices* to the costumes, although it will be obvious that these must ultimately depend on the materials employed, and the making up. The price, therefore, may be lower, if it be so desired; or it may be higher than that which is given. It is necessary to explain that the subjects of the Illustrations are made up in various materials, suitable either for Ladies who adopt Mourning, or for those who wear Black in accordance with the taste of the day.

Finally, a price and quality will always be furnished in agreement with the particular orders which may be transmitted; and it cannot be too seriously impressed, that, although in some instances the prices may seem too high for general use, yet, that every article supplied is not only of the full value charged for it, but that the prices are as moderate as those of any establishment wherein an honest system of dealing is the rule, and where the preservation of character, and, contingently, of a valuable connection, is deemed of infinitely more importance than any transaction merely ephemeral.

The descriptions are literally translated from those which have been furnished by our Parisian Artistes.

We have the honour to be,

MADAM,

Your very obedient Servants,

JAY & Co.

THE LONDON GENERAL MOURNING WAREHOUSES,
247, 249, 251, *Regent Street*.

The London General Mourning Warehouse, Jay's.

NINON DE L'ENCLOS.

OPERA CLOAK, formed of white cashmere covered with lama; trimmed with plaited white satin ribbon. The hood of the mantle, when passed over the back of the head, forms a head-dress of the period of Les Normands.

DRESS. Grey glacé, brocaded with white.

PRICE.

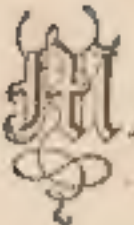
OPERA CLOAK, CASHMERE.	5	GUINEAS.
OPERA CLOAK, BLACK CLOTH AND CRAPE	.				4	„
OPERA CLOAK, SILK AND CRAPE	6½	„



NINON DE L'ENCLOS

The London General Mourning Warehouse, Jay's.

ADELICIA.

ANTLE. Grey *Peau de Taupe*, trimmed with black velvet; ruche of satin ribbon inside the sleeve; the velvet band crossing from the left shoulder to the right side of the figure.

DRESS of *moiré antique*.

BONNET of velvet and terry velvet mixed; trimmed with feathers, flowers, and lace.

PRICE.

MANTLE, PEAU DE TAUPE	.	.	.	$3\frac{1}{2}$ to 5	GUINEAS.
MANTLE, FINE CLOTH	.	.	.	$4\frac{1}{2}$	„
MANTLE, CLOTH AND CRAPE	.	.	.	$5\frac{1}{2}$	„
MANTLE, SILK AND CRAPE	.	.	.	$5\frac{1}{2}$ „ $6\frac{1}{2}$	„
MANTLE, RICH VELVET	.	.	.	10 „ 14	„



ADELICIA

The London General Mourning Warehouse, Jay's.

M A D E L I N E.

MANTLE. Black velvet. Although this cloak is cut in one piece it forms very gracefully on the shoulders. Trimming of silk fringe, and crochet insertion with jet. This MANTLE has a novel effect, the trimming being placed some distance from the edge, and the construction at the back giving the effect and appearance of a hood. It is also made of black cloth.

DRESS. Check silk, and black moiré antique.

BONNET. Crown, black velours épinglé; a black velvet fichu, embroidered and trimmed with fringe, forms the trimming and strings of the bonnet.

P R I C E.

MANTLE, FINE CLOTH	3 to 5 GUINEAS.
MANTLE, TRIMMED WITH CRAPE	3½ „ 5½ „
MANTLE, VELVET	9½ „ 13 „



MADELINE

The London General Mourning Warehouse, Jay's.

M E L A N I E.

MANTLE. Very rich black velvet, bordered with a rich manufactured garniture. Passementerie fringe and ornaments, with ruching of black and white satin ribbon at the edge under the fringe. The ruching is not represented in the engraving. The garniture at the back of the cloak is in the form of a hood.

DRESS. Black, brocaded.

BONNET. Black velvet; plain; lace from the back down the sides of the bonnet, crossing on the chin, and falling over the strings. White blonde Cap. Cluster of maroon velvet flowers in the inside.

P R I C E.

MANTLE, FINE CLOTH	4½ to 6 GUINEAS.
MANTLE, VELVET (as in Illustration)	16 „ 25 „



Q. 500

The London General Mourning Warehouse, Jay's.

C O R I N N E.

DRESS of black tulle. Tunic skirt, open to the waist on each side; trimmed round the tunic and bottom skirt with goffered tulle, edged by black satin ribbon; fastened on each side with bows of ribbon and tulle. Low bodice, *à la pelerine*, folded from shoulder to waist; trimmed with goffered net, and ribbon to correspond.

COIFFURE. White flowers, in drooping clusters, towards the back of the head, confined in front with white frosted leaves and black velvet coral.

JET necklace and bracelets.

P R I C E.

DRESS 3½ GUINEAS.



C R I N

The London General Mourning Warehouse, Jay's.

A I X A.

DRESS of rich black glacé, double skirt, open at sides, trimmed with velvet; pendant velvet with tassels. It is made with crape trimmings also, in lieu of the velvet. JACKET, *à l'Ionienne*, embroidered with braid; sleeves open to the corsage. Sleeves of bouilloné and white net.

COIFFURE. White marguerite, black velvet leaves, and small black lace lappet.

PRICE.

DRESS	6½ GUINEAS.
JACKET, CLOTH	2½ „
JACKET, VELVET.	6½ „



AIXA

The London General Mourning Warehouse, Jay's.

ESPAÑA.

MANTLE of cloth, trimmed with velvet; velvet, trimmed with lace; also silk, trimmed with crape.

DRESS of poplin.

BONNET. Terry and silk, finished with deep knotted fringe.

PRICE.

MANTLE, FINE CLOTH	4	to	5½	GUINEAS.
MANTLE, CLOTH AND CRAPE	4½	„	5½	„
MANTLE, SILK AND CRAPE	5½	„	6½	„
MANTLE, VELVET	8	„	12	„



ESPANA

The London General Mourning Warehouse, Jay's.

BAYTONA.

ROBE DE MATIN. The pattern, from Paris, is made in velours de laine, but it is also suited for French merino, or any other material for mourning wear. The under basquine and trimming is glacé silk, quilted. Fine lawn collar and sleeves, embroidered with black.

COIFFURE. White spotted net, and black lace; black velvet, and white ribbon.

PRICE.

ROBE DE MATIN . . . 2½ GUINEAS.



The London General Mourning Warehouse, Jay's.

EUPHRASIE.

MANTLE. Black ribbed cloth, trimmed with slashed velvet bordered with braid.

DRESS. Violet and black.

BONNET* of violet terry and black velvet; ends from the bandeau or bow from inside the bonnet, form the garniture for the outside.

PRICE.

MANTLE, FINE CLOTH	4½ to 6½ GUINEAS.
MANTLE, CRAPE	4 „ 6½ „

* In the *Morning Post* appeared recently the following in reference to a New Bonnet which is attracting much attention. The article is headed "Madame de Golberg's Bonnet of the Season," and runs thus:—"It has long been a desideratum to bring forward an original material for that important article of a lady's costume, the Bonnet; but hitherto little success has been achieved on that score. Madame de Golberg, of Paris, has, however, just introduced a New Bonnet, the material of which is original in its application. It is composed of Crêpe de Chine in Black, charmingly trimmed to correspond. It is a trifle larger, and more open in shape, than those worn of late, and the complete effect is that of great comfort and elegance. It may be seen at Messrs. JAY'S, Regent Street, the original having been Bréveté, in Paris, by Madame de Golberg. It certainly is one of the best adaptations to Mourning that has recently appeared."



EUPHRASIE

The London General Mourning Warehouse, Jay's.

A G A T H A.

MANTLE. Black Velvet, trimmed with Maltese lace, and headed with Vandyek crochet trimming, mixed with jet: tassels of silk with jet headings. The back represents a hood.

DRESS of black and white moiré antique. Bonnet of white velours épinglé, trimmed with white ostrich feathers and flowers.

PRICE.

MANTLE, FINE CLOTH	3½ to 4½ GUINEAS.
MANTLE, VELVET	9½ „ 13 „
SILK-TRIMMED CRAPE	5 „ 7½ „



306 116

The London General Mourning Warehouse, Jay's.

"DRUID" MANTLE.

(FRONT.)

FINE black cloth, trimmed with rich fringe, with deep knotted heading. The hood of this cloak forms a very elegant covering for the head when made for the Opera, or when a bonnet is not worn. Dress of black gros de tour, trimmed with velvet.

PRICE.

MANTLE, SUPERFINE CLOTH . . .	3½ to 6 GUINEAS.
MANTLE, SILK-TRIMMED CRAPE . . .	5 „ 6½ „
MANTLE, VELVET	10½ „ 16 „
MANTLE, WHITE CACHMERE, OPERA . . .	4 „

REGISTERED 114231, 114232.

ENTERED AT STATIONERS' HALL.

Invented and Sold by
JAY & Co., 247, 249, 251, REGENT STREET.



FRONT OF
REGISTERED 114231, 14232
MORNING WAREHOUSE



THE DRUID
ENTERED AT STATIONER,
By W C JAY & CO
247 249 25 REGENT ST

The London General Mourning Warehouse, Jay's.

"DRUID" MANTLE.

(BACK.)

THE configuration of the "DRUID" MANTLE having been registered by the Messrs. JAY, no other persons can make it without their permission. This exclusiveness will ensure its being worn by families of distinction. It has already secured a very considerable sale; and, owing to its being patented, a more especial care is taken to have a supply of it in all wearable materials. It is equally suited by its form for evening wear, carriage, promenade, or travelling, and is made up for these specialities. When trimmed with crape, either on cloth or silk, it is one of the most appropriate mantles for mourning ever invented. And when made in velvet, it folds with unusual ease from the shoulders.

DRESS. Black moiré antique.

BONNET. Front, of black velvet; crown of satin, ornamented with bands of fancy velvet ribbon; finishing on the back of the curtain. Black ostrich feathers on either side, confined with bow of ribbon near the forehead.

For price, see "DRUID MANTLE, (Front)," on the preceding page.



BACK OF THE DRUID
 REGISTERED, 114231, 114232 ENTERED AT STATIONERS' HALL
 Invented and sold only by W. C. JAY & CO
 MOURNING WAREHOUSE 247, 249, 251, REGENT ST.





THE
LONDON GENERAL MOURNING WAREHOUSE,
 247 & 249, REGENT STREET.

The Proprietors of this Establishment, in respectfully addressing themselves to the attention of the Nobility, the Gentry, and the Public, beg leave to renew their thanks for the extraordinary support they have received. Every article necessary for a complete outfit of Mourning, for either the Family or Household, may be had here, and made up if required, at the shortest notice; whilst the attendance of competent persons connected with the Establishment upon families of rank, and of every respectable denomination, enables the Proprietors or their assistants to at once suggest or supply everything necessary for the occasion, and suited to any grade or condition of the community. Skirts, &c., for Widowhood, and for Family Mourning, are always kept made up, and a note descriptive of the relation of the parties to the deceased will ensure at any time the proper supply of Mourning being forwarded, both as to quality and distinction, according to the exigencies of the case, it being needful only to send dresses for patterns, when every requisite will be carefully prepared and chosen to render the appointments complete.

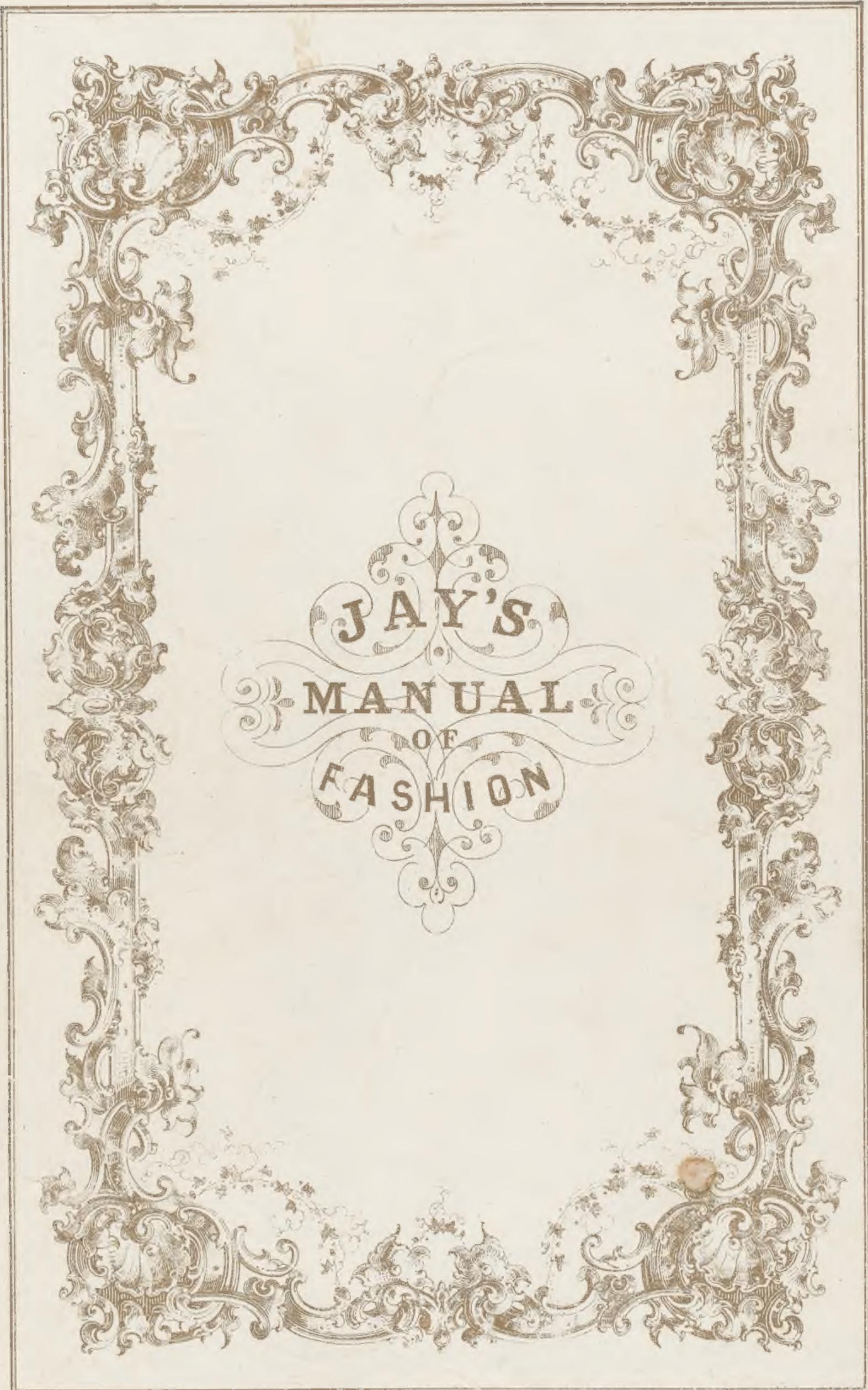
MESSRS. JAY having always experienced a difficulty in furnishing prices of Family Mourning, in consequence of the variety of materials and qualities supplied from their Warehouse, they take leave only to add, that the very lowest charges will invariably be made; but as families are sometimes desirous to know what they have to pay for

DOMESTIC MOURNING,

Messrs. JAY announce the following as their standard charge for

BONNET	LINING FOR DITTO	} COMPLETE OUTFIT, 2½ GUINEAS.
DRESS (unmade)	HOLLAND FOR DITTO	
LINING FOR DITTO	GLOVES	
HOLLAND FOR DITTO	NECK HANDKERCHIEF	
MORNING DRESS	MANTLE OR SHAWL	

THE LONDON GENERAL MOURNING WAREHOUSE,
 Nos. 247, and 249, Regent Street, two doors from Oxford Street.



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